



WORKSHOP SCHEDULE (as of 2/14/11)

Tuesday, March 1

9:00-10:15 AM

"NASA Mentor-Protégé Program"

This session will provide both mentors and protégés with a step-by-step approach in participating in NASA's Mentor-Protégé Program.

9:00-10:15 AM

"Marketing to Government"

The discussion will provide a basic marketing foundation for small businesses new to the government sector. Learn what it takes to break into the government business sector and how to best reach out to the government customer. Topics include evaluating the government market; evaluating your capabilities; and "the 4 Ps" of marketing.

10:30-11:45 AM

"SBA Contracting, 8(a) Business Development, HUBZone & Surety Bond Programs"

Receive information on doing business with the federal government; assistance for SDB firms; use of set-aside contracts for HUBZone firms; and assistance to construction contractors in obtaining bid, performance and payment bonds. Come hear about the important changes made to small business legislation.

10:30-11:45 AM

"Leading Others"

Never before in the history of our working lives has the call for great leadership been as strong as it is now. Invest your time in this highly engaging workshop which discusses the practical implementation of the 9 Roots of Effective Leadership. Learn why we must manage ourselves before we try influencing others. This participative workshop is ideal for small business owners and employee.

2:00-3:30 PM

"Small Business Innovation Research (SBIR) Program Opportunities"

This workshop will provide access to specific federal funding sources as well as information that allows attendees to understand program qualifications and processes.

2-3:30 PM

"Joint Counseling at NASA"

A panel comprised of small business specialists from various NASA Centers will discuss the concept of joint counseling versus individual counseling; the procedures involved; and, its benefits to small businesses, small business advocates, and prime contractors.

WORKSHOP SCHEDULE (as of 2/14/11)

Wednesday, March 2

9:00-10:15 AM

“SBA Financing and Technical Assistance Programs”

Learn what a lender looks for in a loan application; strategies small businesses can implement during these challenging economic times as well free assistance offered by the agency’s network of Technical Assistance Providers.

9:00-10:15 AM

“Adequate Accounting System for Government Contractors”

An overview of the requirements of an adequate accounting system and information on how to ensure your accounting system is found to be adequate when audited by the Defense Contract Audit Agency (DCAA) will be addressed.

10:30-11:45 AM

“Service-Disabled Veteran Small Business Program”

As a result of changes in the VA veteran and service-disabled veteran business verification program, there is a lot of confusion as to what the process is; how long it takes; and, whether the verification is worth the effort. Come share your experiences and learn how to make your veteran small business status work for you. Federal agencies and large prime contractors do want to work with qualified, legitimate veteran small businesses. There are now also Mentor-Protégé programs that can help expand your veteran small business. Also discussed will be the formation and goals of the National Veteran Small Business Coalition (NVSBC).



10:30-11:45 AM

“Collaborating with your Competitors to Win”

In order to expand business opportunities and gain access to resources, this method of partnering can: (1) help stretch small budgets; and (2) compete effectively with larger businesses. In this session you will (1) learn the importance of collaborating with your competitors; (2) common types of collaboration; (3) reasons to use this business strategy; and (4) selection criteria for targeting the right competitor to collaborate with to win.

2:00-3:15 PM

“Doing Business with Large Primes”

Learn how to market your company for subcontracting opportunities. What strengths do primes and the federal government looks for in a supplier? What type of certification(s) is required to perform work? What opportunities are available to small businesses? A Q&A session will follow this interactive panel discussion.

3:30-4:30 PM

“NASA Open Forum”

Bring your questions, comments and concerns to the NASA Open Forum led by NASA Associate Administrator, Office of Small Business Programs, Glenn Delgado. On hand to field questions and discuss business opportunities are the NASA Small Business Specialists from various field centers across the country.